

Notice of Special Board Meeting
of the
Gun Barrel City Economic Development Corporation

The Gun Barrel City Economic Development Corporation met in a Special Board meeting in the Gun Barrel City Council Chamber located at 1716 West Main Street, Gun Barrel City, Texas, 75156, Wednesday, November 19, 2014 at 5:00 p.m. Skains called the meeting to order at 5:00 p.m. with the following directors present: Osborne, Rea, Damiano and Black. A quorum was established. Cheyenne Lyons and Keith Butler were also present and would be seated after Items 2 and 3.

Citizen's Comment: None
Skains moved Items 2 and 3.

Item #2. Discuss and/or take action to approve the minutes of the Special Meeting on October 27, 2014. Black had reviewed the minutes and with no content changes.

[Board Member - Gary Damiano: Motion to accept the minutes as written.](#)

[Board Member - Jim Osborne: 2nd](#)

[Board Member - Gary Damiano: Approve](#)

[Board Member - Jim Osborne: Approve](#)

[Board Member - Patsy Black: Approve](#)

[Board Member - Rob Rea: Approve](#)

[Board Member - David Skains: Approve](#)

Item #3. Discuss and/or take action on the October Financials.

Damiano thanked Baade for reviewing the October financials.

The EDC was up by 7% on the sales tax revenue, last month the EDC was down 3%.

There was some discussion on the RBEG account not drawing interest. Damiano would check into that. Marketing was over \$10.00 on one line item.

[Board Member - Jim Osborne: Motion to accept the October 2014 financials as is.](#)

[Board Member - Rob Rea: 2nd](#)

[Board Member - Gary Damiano: Approve](#)

[Board Member - Jim Osborne: Approve](#)

[Board Member - Patsy Black: Approve](#)

[Board Member - Rob Rea: Approve](#)

[Board Member - David Skains: Approve](#)

Item #1. Discuss and/or take action to seat the new appointed EDC directors to place 1 and place 7 for one year terms.

Cheyenne Lyons and Keith Butler were appointed to the EDC Board at the City Council meeting on November 18, 2014. After taking the Oath of Office they were seated in the following motion.

[Board Member - Rob Rea: Motion to accept the City Council's appointment to the EDC Board.](#)

[Board Member - Gary Damiano: 2nd](#)

[Board Member - Gary Damiano: Approve](#)

[Board Member - Jim Osborne: Approve](#)

[Board Member - Patsy Black: Approve](#)

[Board Member - Rob Rea: Approve](#)

[Board Member - David Skains: Approve](#)

Item #4. Discuss and/or take action on the Façade Improvement application from Reliant Gasket's.

Osborne asked the board to go ahead and approve Reliant Gasket's application. They had not completed the paperwork that needed to be done. The EDC would reimburse up to five thousand dollars on this application. This individual would be putting in seven or eight thousand dollars extra.

Skains: Are we just waiting on a permit to be issued at this point?

Osborne: If he doesn't get the permit he doesn't get the money. Approving this today will save him at least thirty days.

Rea: I do have something that pertains to this issue that I would like to bring up. I think the person that could help us the most is our liaison. As a business owner, I'm hearing from business owners all over this town that they are scared to death to apply for this program. Without exception every one of them has said 'I would love to go in and make the front of my building look better. The generosity of the EDC matching my five thousand dollars with another five thousand or like in this case he is putting in more money and asking for the five thousand. The problem we are running into is these business owners have buildings that are twenty, twenty-five or thirty years old. They are scared to death if they call in and want a sign redone and they are going to have somebody with a badge on coming in their building asking for fifteen years of back records; the fire marshal's report. Originally when we first talked about this one of the problems or one of the issues brought up was if they had an existing code problem they had to fix the code problem. That is absolutely a legitimate thing to ask a business owner for. If you've been written a citation, you need to pay the citation, get it done and get it fixed. The problem I'm running into, as a board I guess, the feedback that I'm getting is that they are scared to death that somebody with a badge is going to walk in the door and start writing them tickets for not being ADA compliant in their restroom, for electrical code problems or whatever it is that they haven't been issued anything on. They are even scared to ask for this grant, because they are afraid that the code Gestapo will write everything up in the world. We need something, and Ron I think this is where you can help us, we need some kind of assurance from the City that these people are not going to be subjective to inspection after inspection that has nothing to do with what they want to do with the outside of their building. Because a lot of them are grandfathered in; a lot of them don't have to be ADA compliant right now. But they are even scared to apply for this grant, which is probably in my opinion one of the best programs the EDC has right now. One of our major goals when we kind of had the shakeup and brought new board members on was lets concentrate on the small things that make life better in Gun Barrel. One of the things that need to be done is Main Street needs to look better. For a guy like this gasket shop owner; owns a building outright that wants to make it a little bit better. Then he's been brought into all of this; they want masonry on the front of the building, da da da, it just makes common sense if he wants it to look better, let him spend the money to make it look better without someone coming through his front door, no you've got to put rock on the bumper of your truck. I meant this is insane.

Wyrick: I agree with you a hundred percent. We've had a meeting over this one, because it sort of hit everybody in the can on it because there was so much we didn't understand. So we are coming back with the Code Enforcer, the City and the EDC and we are going to try to figure out what we need to do working as a group. If these people want to come in here and do this, the application right now, it was thrown together not exactly what we needed it to be. The people coming in here with their application, there was more to it than what they thought. Between the EDC, the building inspector and City Manager we are going to try to come back and look at this thing and detail it down to where it's a lot easier. Now if they are going to remodel the inside of their building and stuff like that.

Rea: That's not the question.

Wyrick. That's not where we are at. The program we've got going is outside of the place to make it look better. If there are any special codes we need to address them. If it's something that's not real major, we don't need to put the expense on everybody. At the same time there are some things the building inspector wanted at the one we looked at that they didn't have. We've been researching this. We got help from different ones around here. Lowe's can help these people that don't have the money to spend for architects and stuff like that to get what they need to pass city inspections.

Skains: One of the issues the city is requiring is that a general contractor be hired. For this man that owns his own building, he's using professionals to do the work, but he either has to hire a general contractor or

he has to carry insurance as a general contractor. I'm not quite sure I understand that if the people doing the work have the insurance that sounds reasonable to me any way.

Wyrick: That's one of the details we need to work out, because a lot of your businesses have to have a certain amount of insurance for people to walk into the door. We are still working on this now. We got all of this thrown in there and we weren't expecting it. We figured it would be a smooth process, but we are finding out now that it's not a smooth process. What can we do know to smooth it out and not break a person that wants to come in here and do an upgrade?

Rea: I think that's what I'm getting at is there is a lot of bureaucracy and semantics thrown in this program that don't need to be there. If a gentleman has a drawing of what he wants to do and he wants to put a skin on an existing building that's better looking than what's on there now why would we stand in the middle of that and say 'no, you have to have masonry product? I was told by the City Manager last night that Hardy board qualifies as a masonry product. I told him point blank, I've got five pieces of Hardy board in storage. I'll give it to the guy. But that's not going to make any difference at all because you are going to paint it the same color as the outside of the building. I realize I'm getting into the specifics of one case here, but what I'm saying here is that it is a systemic problem and we need to tell our city people that you need to understand that this is for the betterment of the citizens here and we want this street to look better. If it makes common sense, find a way to do it. If it has to be an exception by the City Council or whatever it is, but somebody has got to standup and answer. And the problem is that people are not applying for this program because of that fear. And when we have a situation in this city where people are afraid to better their business, because they are afraid of the people from the city coming in to their place. That's a systemic problem that needs to be fixed from the ground up. And it needs to be fixed fast.

Damiano: Rob, am I hearing you correctly that the business owners are thinking that if they apply for this that it's a license for the city to come in and inspect their whole place?

Rea: Without a doubt.

Osborne: Absolutely.

Rea: I'm telling you point blank. I'm not available for this program because I set on this board. Had I not been on this board it would have been the perfect program for me. I own one of the most prioritized corners in this city and my building is old. Would I ask them to come into my building? Not in a million years.

Osborne: Let me wrap this up.

Wyrick: We are looking at a couple of different deals here. We are looking at a home compared to a business. You can go in and grandfather a home. You can't grandfather a business.

Rea: Yes you can.

Wyrick: You can if you are not making any changes to it. By law if you are making changes to the inside of that building you have to bring it up to law.

Rea: But see you are getting off here. The program doesn't apply to the inside of a business. What we need is assurance from the city that if they want to put a new skin on their building, if they want to redo their parking lot, if they want to do something on the outside of the front, then people are not going to come in and start writing citations for things inside the building. We as a board need to be able to go to a business owner and emphatically tell them that no one is going to walk inside your building and start writing you tickets. At this point and time, I'm not comfortable telling a business owner that because I've seen what happens.

Osborne: Ron, what I was going to say and we will wrap this up. I've made cold calls and I'm running into exactly what Rob is saying. On the other hand I'm talking to the contractors and the perception, and the perception and the reality is what we've got to change, these contractors had rather do business in other cities because of the problems they run into to get the permits. What Rob is saying from a business standpoint is what I'm hearing, but I'm also hearing it from the contractors that are licensed to do business here.

Skains: Ron if you want to get a meeting together in December, I've available the first week of December except the 2nd.

Wyrick: We've got to get to a point that where we are working together.

Rea: From what I'm hearing from you is you are willing to go have a discussion with the powers that be. While you are in that discussion there is one thing I would like you to ask. I think it would be a fantastic PR move on the part of the City Council, EDC and the City of Gun Barrel to waive all permit fees for all having to do with this program. I mean if we can't give up thirty-seven dollars we don't need to be sitting here.

Wyrick: We can get two or three people-.

Skains: I was going to ask if you want the whole board or whatever you decide. Let us know what you need and we will make it work.

Black: David, I would like to ask about Reliant Gasket. I'm not familiar with the Façade Program. It's the first time I've heard about Reliant Gasket. Did this come to a committee and be approved?

Osborne: Reliant Gasket, probably about a month and a half ago, put in an application and we've been working with them and all this conversation has come to a point of the misunderstanding of what he really needs to do to get a permit. In other words he needed three general contractors' bid, which isn't right, we need architectural drawings, which isn't right. So we are cleaning it up. My motion is we approve the money, he's putting in money, he owns the building. He comes from Seagoville, does a lot of internet business. He would be a perfect business model for people in other communities to come in and do what he is doing. He is adding to the quality of business life here. So I propose that we approve the monies for him contingent on him completing the application; permits being issued.

Rea: Patsy, just so you will know, this all came to a head in the last two days. It's not anything that's been on going. The guy has an application.

Black: Just so the board is aware of it not just individuals.

Osborne: David and I are spear heading this.

Skains: I knew that Jim was working with Reliant Gasket and I guess it came up last week. We meet Monday with Ron, Gerry, Mayor, Jim and I to discuss these issues. Patsy to give you a little insight, what the gentleman wants to do is replace one overhead door, replace the sheet metal on one end of his building which is probably a twenty foot section, put two windows in that section and a walk in door. He wants to do some concrete work and remove a tree. He is doing about twelve thousand dollars' worth of work.

Osborne: Our portion would be five thousand. He's in the game with putting more money than we are.

Skains: I have a motion to approve Reliant Gasket for the Façade Improvement Program contingent on completion of all the paper work and receipts of the proper permits and the CO after the permits.

[Board Member - Jim Osborne: Motion as stated above.](#)

[Board Member - Gary Damiano: 2nd](#)

[Board Member - Gary Damiano: Approve](#)

[Board Member - Cheyenne Lyons: Approve](#)

[Board Member - Keith Butler: Approve](#)

[Board Member - Jim Osborne: Approve](#)

[Board Member - Patsy Black: Approve](#)

[Board Member - Rob Rea: Approve](#)

[Board Member - David Skains: Approve](#)

Item #5. Discuss and/or take action on renewing the Agency Web Page with Trade & Industry Development.

No one was aware of any leads received from this web page. It would be a waste of money to renew this web site ad.

[Board Member - Jim Osborne: Motion to not renew this website ad.](#)

[Board Member - Gary Damiano: 2nd](#)

[Board Member - Gary Damiano: Approve](#)

[Board Member - Cheyenne Lyons: Approve](#)

[Board Member - Keith Butler: Approve](#)

[Board Member - Jim Osborne: Approve](#)

[Board Member - Patsy Black: Approve](#)

[Board Member - Rob Rea: Approve](#)

[Board Member - David Skains: Approve](#)

Item #6. Discuss and/or take action on advertising with the Dallas Mavericks.
Could not confirm the legitimacy of contact with the Dallas Mavericks.

[Board Member - Rob Rea: Motion made a motion not to advertising with the Dallas Mavericks.](#)

[Board Member - Patsy Black: 2nd](#)

[Board Member - Gary Damiano: Approve](#)

[Board Member - Cheyenne Lyons: Approve](#)

[Board Member - Keith Butler: Approve](#)

[Board Member - Jim Osborne: Approve](#)

[Board Member - Patsy Black: Approve](#)

[Board Member - Rob Rea: Approve](#)

[Board Member - David Skains: Approve](#)

Item #7. Discuss and/or take action on advertising on Home Town Cinema's site.

Skains: This is the ads the cinema runs before the movie. The things I've been challenged with are we don't do enough for existing businesses in Gun Barrel City. My intent when I came on the board was to work diligently to fill the some thirty some odd buildings up and down Main Street and the looks of the existing businesses. Getting the word out was one of our big issues to get more people to know about Boots to Business, the Façade program and the other things we are able to offer. The rate is fairly inexpensive. That's for every showing throughout the month.

Rea: I did a little bit of research. If we go with the latest ad, which would be 45 seconds before the movie, the last ad before the movie starts, which in my mind is idea. Its three hundred twenty four dollars (\$324.00) a month. Last week's movies would have been two hundred twelve ads (212) times four weeks is eight hundred forty eight ads. It comes out to thirty-eight (\$.38) cents an ad. I don't know anything that you can advertise for \$.38 apiece. Plus I've got an old neighbor of mine that does the production of large scale commercials. His biggest client is Ford Motor Company. He's agreed to do our ad at cost.

Skains: I was going to say that is the issue that we would need to be talking about if we want to do this ad. Get a small committee together to determine what kind of ad we want to do; a film ad with actors talking or just a power point ad. The people, POGUSA.com, who do this advertisement for the theatre will walk you through this whole process. They have a team that works with you.

Osborne asked what kind of flexibility the EDC would have on changing out the ads.

[Board Member - Patsy Black: Motion to form a committee to take a look at HomeTown Cinema and Suddenlink's advertising ability and production cost and options that would come with those.](#)

[Board Member - Jim Osborne: 2nd](#)

[Board Member - Gary Damiano: Approve](#)

[Board Member - Cheyenne Lyons: Approve](#)

[Board Member - Keith Butler: Approve](#)

[Board Member - Jim Osborne: Approve](#)

[Board Member - Patsy Black: Approve](#)

[Board Member - Rob Rea: Approve](#)

[Board Member - David Skains: Approve](#)

Rob Rea and Jim Osborne would make up the committee.

Item #8. Discuss and/or take action to appoint a committee for the Crappie Anglers of Texas 2015 State Tournament.

The board had agreed to support Crappie Anglers of Texas tournament in September 2015. They have about 60-65 sponsors that would setup booths. We've talked about turning this into a boat show environment. The motion tonight would be to appoint a committee to start the conversation with people

like Bass Pro Shop, Cabala's, Ranger Boats as well as local dealer, vendors; that sort of thing. The weigh-in will be at the Pavilion. There is plenty of room to park, just pray it doesn't rain.
Skains: I would like to float in and out of these committees.

Board Member - Patsy Black: Motion was made for Rob Rea and Gary Damiano to be appointed to the committee.

Board Member - Jim Osborne: 2nd

Board Member - Gary Damiano: Approve

Board Member - Cheyenne Lyons: Approve

Board Member - Keith Butler: Approve

Board Member - Jim Osborne: Approve

Board Member - Patsy Black: Approve

Board Member - Rob Rea: Approve

Board Member - David Skains: Approve

Item #9. Discuss and/or take action to appoint a committee to investigate a boat launch facility in Gun Barrel City.

Gun Barrel City did not have a public boat launch facility. We are the lake hub. A nice boat launch would bring a lot of traffic into Gun Barrel City. A committee would do an investigation and move forward to see what the ramifications are; what would be a good location, cost and the parties that would need to be involved. We have been told that there are some grants out there for things like this. We need to investigate in all of those types of things.

Board Member - Gary Damiano: Motion to appoint a committee to investigate the improving a boat launch facility or establishing a boat launch facility in the City of Gun Barrel.

Board Member - Jim Osborne: 2nd

Board Member - Gary Damiano: Approve

Board Member - Cheyenne Lyons: Approve

Board Member - Keith Butler: Approve

Board Member - Jim Osborne: Approve

Board Member - Patsy Black: Approve

Board Member - Rob Rea: Approve

Board Member - David Skains: Approve

Rea suggested Damiano team up with one of the new members. Damiano and Keith Butler would make up the committee. Cheyenne would be the backup for this committee.

Skains would float in and out of the committee.

Item #10. Update on the ICSC Convention attended by David Skains and Gary Damiano.

Damiano: The intent on attending this convention was exploratory. What we learned very quickly was what we didn't have together to 'sell Gun Barrel City'. We learned to ask the entities what they were looking for.

Every entity has certain demographics that they are looking for. We have two economies out here; the local year round economy and we have the weekend/lake economy. We need to do a better job of explaining. The polo shirts we wore were a hit. People questioned the shirts. They either knew where we were or they didn't know where we were. This was valuable.

Skains: It wasn't that we didn't prepare for what we needed. What we needed doesn't exist; a good demographic of the shopping power of Gun Barrel City. The vendors asked for demographics within a ten mile radius. While we have those numbers, they don't typically fit what the vendors were looking for. The real shopping power of Gun Barrel City goes out much further than ten miles. When you try to sell that, the vendors say 'I can't sell that to my boss, I don't need to hear that'. These are thirty second speeches

that you walk up to a guy, because you've got six people lined up behind you waiting as well. Those are some of the issues that we ran in to. We did have some positive response from some vendors. One vendor, I don't remember exactly who it was, he saw us across the table while we were talking to someone else. He said, 'Gun Barrel City, I have a store there. Man if anyone tells you they can't sell in a town of thirty thousand people; tell them to come talk to me, because you darn sure can. We were his hero. So it shows me we have a hard time showing what the draw for Gun Barrel City is. We've got to find those numbers. It's a good show and at least we got good contact information. Between the two of us we came back with four or five businesses that are interested in putting a store in Gun Barrel City. Most of them are restaurants so we will have to turn them over to the City, because the EDC doesn't do restaurants evidently.

Rea: I think we need to put our marketing people to work on making a tri-fold that sells the entire economy including the lake homes.

Osborne compared Canton's sales tax to Gun Barrel City.

Skains suggested having an agenda item on the December meeting for further discussion on marketing the city.

Item #11. Discuss and/or take action to set a date for the December EDC meeting.

Board Member - Patsy Black: Motion was made to move the December 16th meeting to December 8, 2014 @ 4:30 p.m.

Board Member - Jim Osborne: 2nd

Board Member - Gary Damiano: Approve

Board Member - Cheyenne Lyons: Approve

Board Member - Keith Butler: Approve

Board Member - Jim Osborne: Approve

Board Member - Patsy Black: Approve

Board Member - Rob Rea: Approve

Board Member - David Skains: Approve

Adjournment: Damiano made a motion to adjourn the meeting. Osborne seconded.
5:52 p.m.

Approved by:



David Skains, President

Attest by:



Patsy Black, Secretary